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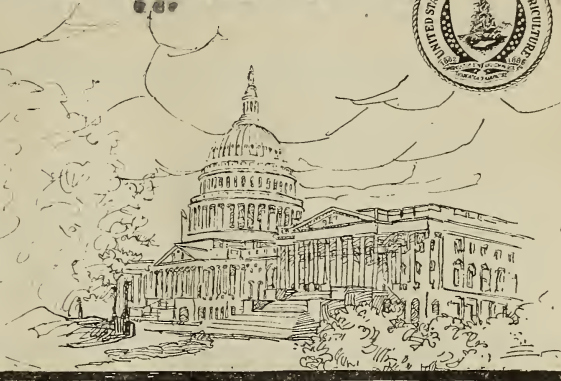
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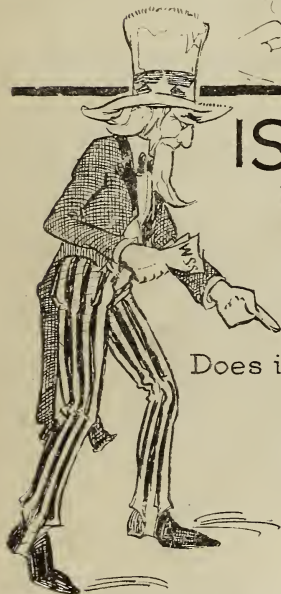
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IS THRIFT- WORTH WHILE MR. AMERICAN

Does it make any difference to the home ----
Whether it spends every dollar as fast as earned?
Whether there is a fund for emergencies?
Whether its food materials are wasted?
Whether four tons or five tons of coal are burned?

Is the nation concerned - - -

When someone throws away good clothing?
When children grow up in a thriftless home?
When wage-earners go to work ill-nourished?
When its citizens do not save money and get ahead?
Whether its people forget to practice in peace time -
- the thrift learned in war?



Some Things That Household Thrift Demands

AS REGARDS FOOD

Foods that please the purse as well as the palate. Meals planned to provide necessary nourishment for children and adults at moderate costs.

Food waste checked—in storage, in preparation, at table, and by use of left-overs.

Food produced at home in gardens, by poultry, etc., where possible.

AS REGARDS CLOTHING

Selection for length of service as well as appearance; in a moderate mode rather than extreme fashion.

Purchase in terms of a planned wardrobe rather than a bargain impulse; in terms of a clothing allowance, kept proportionate to other needs.

Care as regards laundering, removing spots, pressing, storage while in use and between seasons. Altering, remaking, and repairing to prolong service.

AS REGARDS THE HOUSE AND ITS FURNISHINGS

House and furnishings suitable for the family's needs rather than for display.

Immediate care and repair when needed.

Conditions of air, light, interior space, and outside grounds that will promote health.

AS REGARDS FUEL, LIGHT, REFRIGERATION

Intelligent management of fires for heating and cooking to reduce fuel consumption. Fireless cookers and other fuel-saving devices used when practicable.

Lights economized by burning only when in use, and by considering number and size of lights needed.

Ice consumption reduced by efficient refrigerators and ice boxes; by window food coolers; and iceless refrigerators.

Some Things That Household Thrift Demands

AS REGARDS TIME

A daily and weekly plan for housework, reducing the hours of working day where feasible as has been done in industry; saving time by simple living, by convenient work rooms, by efficient utensils and working equipment, by sharing work between members of family.

AS REGARDS THE PERSONAL LIFE OF FAMILY

Planning to meet the family's legitimate needs for education, religion, and recreation and for friendliness and helpfulness between themselves and others.

AS REGARDS MONEY SPENDING

Definite plans for future spending for a week, a month, a year.

Amounts proportioned to different needs, to different persons, to different times, both present and future.

Records of spending for trial periods at least.

Review of spending to learn wiser future spending.

The consideration of spending as a practical expression of ideals.

AS REGARDS SAVING AND INVESTMENT

Recognition of the need to save—for education and well-rounded development of self and family; for opportunities in business; for emergencies of sickness, unemployment, death in the family; for the decrease of earnings in old age.

Definite plans for saving—save a definite amount before beginning to spend income; save from surplus; save regularly as a habit.

Invest securely, avoiding fraudulent and speculative schemes; a secure investment means that your money is safe so that it will all come back, and grow through interest.

SAVE TO TAKE A REAL AMERICAN'S SHARE IN
EVERY GOVERNMENT LOAN

SPEND WISELY



SAVE SANELY

Why The Nation Desires Household Thrift

Household thrift helped win the war. It will fortify the peace, making America powerful, its people prosperous, and its homes happy.

Thrift is steady earning, wise spending, sane saving, careful investing, and the avoidance of all waste.

What the members of one family produce in outside industry and in the home adds to the National product or "wealth heap" of food, clothing, and all desirable goods; this National wealth heap is divided among us all, and out of it every family, each one of us, gets his living.

What one home wastes is taken away from the Nation's wealth, and makes all homes that much poorer.

The war taught us to practice thrift together in food, in clothing, and in all goods, in order to serve America and save the world. Our country asks continued thrift in the home as a guarantee that we shall remain a prosperous, progressive, independent, and dependable Nation.

By thrift every household can take its part gladly in every Government loan; by investing in Government securities it can safeguard its future, and increase its income so as to fulfill the American ideal of personal independence and constant progress toward better living.

Thrift is a permanent service which the household can render to the Nation.

THEN BUY WAR



W.S.S.
WAR SAVINGS STAMPS
ISSUED BY THE
UNITED STATES
GOVERNMENT

SAVINGS STAMPS